

Neighborhood Arts: Mural Program Guidelines

1. Purpose: Creative Greensboro, the City's office of arts & culture, is interested in supporting artistic and cultural expression that allows residents an opportunity to participate in arts, cultural, and creative activities on their own terms, through murals painted on eligible City-maintained streets and sidewalks.

The Neighborhood Arts mural program is designed in response to multiple strategies of the Creative Greensboro Cultural Arts Master Plan, including:

- 2.7: Support neighborhoods to broaden and diversify arts experiences,
- 4.2: Expand the role of public art as a key element to enhance and celebrate Greensboro's built environment, identity and sense of place, and
- 4.3: Explore options for creative placemaking throughout the city as an integrated element in economic and community development.

Neighborhood Arts encourages the development of community engaged murals that celebrate and reflect the unique identity, history, and culture of the neighborhoods where they are installed.

2. Policy: Creative Greensboro, in partnership with the Greensboro Department of Transportation (GDOT), will receive and coordinate the review of applications for mural installations through the Neighborhood Arts mural program. All approved projects will be issued a Display Agreement. Approved applicants will be required to secure a Neighborhood Block Party Permit, including payment of the relevant fee for this permit. Additional permits may be required to allow for subsequent street closures.

The Display Agreement permits activities directly related to the installation of a mural on a City-maintained surface. The Neighborhood Block Party permit covers traffic control equipment to support street closure(s) required for installation. Such equipment will be provided by GDOT, based on an approved street closure and detour plan.

Creative Greensboro will permit up to 5 mural projects at each application deadline, based on a committee review of applications in consideration of the published criteria.

Materials, labor, and other costs required to complete murals are the responsibility of the applicant. Partnerships that allow for compensation of artists are encouraged. In some cases, project funding may be provided through collaboration with other City initiatives and departments.

Murals approved for installation through this program are intended as temporary – subject to normal wear and tear, removal by the city at any time in the interest of public safety, and removal due to necessary (scheduled or emergency) repair or resurfacing projects. The City reserves the right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the mural located within

the City right-of-way in whole or in part, at City's sole discretion. The City reserves the indefinite right to use photos, video, or other visual depictions of the mural for publicity or other City purposes.

3. Eligibility: Neighborhood Arts mural projects will center the interests and support of the people and place where the mural will rest. Each applicant will be required to identify one individual who will serve as the primary contact for all project related activities. Creative Greensboro will accept proposals from the following types of applicants who demonstrate close geographic proximity to the project:

- Greensboro-based neighborhood associations, community organizations (schools, churches, community centers), and business associations, or
- unincorporated groups comprised of three (3) or more households/businesses.

Individual artists, city-wide civic organizations, and other types of organizations may serve as partners to proposals, but should identify an eligible neighborhood-based sponsor (as outlined above) to serve as the primary applicant.

4. Design Requirements: Neighborhood Arts murals offer an opportunity to reflect the character and identity of the neighborhood where the mural will be installed. Applicants are encouraged to create opportunities for neighborhood involvement in the process of adopting and/or installing the proposed mural. Applicants should keep in mind the following when developing the proposed design:

- Murals may not contain words, logos, commercial speech or advertising, religious or political messages, explicit sexual imagery, nudity, or graphic depictions of violence.
- Murals may not include any feature or element that, in the opinion of the City Traffic Engineer, would create a safety hazard for vehicles or pedestrians.
- A small logo (not to exceed 15% of the mural height or width, whichever is less) of the organization installing the mural may be included, provided it is shown on the design submitted with the application materials.
- A full-color rendering of the proposed mural, shown to scale relative to the proposed installation surface, is a required element of the application.

5. Locations: Creative Greensboro will accept applications for murals to be installed on eligible City of Greensboro maintained streets and sidewalks only. In consideration of surface wear on the art and the residential neighborhood focus of this program, applicants must propose a location classified as a local street (those shaded in grey on [this map](#)), or a street with less than 10,000 average vehicles per day and posted speed limits lower than 35 MPH. For reference: [Interactive traffic volume map](#). If streets in your neighborhood do not meet this eligibility, please contact staff to discuss alternatives.

Applicants will be required to demonstrate support of at least 70% of properties that front the proposed mural via this [Petition Template](#) (also available to download within the application). Applicants are encouraged to create broad neighborhood awareness of and participation with the proposed project. Additionally, Creative Greensboro is particularly interested in mural projects proposed by neighborhoods with limited resources and/or few existing public art assets.

There are generally five types of eligible locations for Neighborhood Arts murals:

1. **Crosswalk Murals** –The most important requirement for this type of project is that the painting CANNOT obscure the crosswalk striping (including any markings used to denote shared/bicycle crossings). The crosswalk striping is a regulatory traffic control device that is essential to the safe operation of street intersections. Crosswalk murals must “stay within the lines” of the crosswalk to avoid creating confusion for pedestrians and motorists.
2. **Midblock Murals** –Generally midblock murals are most successful when they are tied to a significant adjacent land use, like a museum, library, park, or other neighborhood-serving land use. Midblock locations involving bike lanes, on-street parking spaces, two-way center turn lanes, etc. may be acceptable locations, but will require additional review to ensure that the project does not obscure, mimic, or confuse any traffic control device. Midblock murals cannot be placed in street segments with more than three total vehicular lanes (including center turn lanes) because they may obscure important traffic control markings.
3. **“Live-Ends”** – These are projects that use cul-de-sacs or dead-end streets as a canvas for installations, transforming them into “Live-Ends!”
4. **Sidewalk Murals** – Sidewalks make great candidates for mural projects within the public right-of-way.
5. **Intersections** – Low volume residential streets tend to be the best candidates for these murals. Generally, intersections with traffic signals are not eligible for this kind of project because such projects may obscure important traffic control markings, potentially confusing motorists.

The following types of locations are not permitted for murals:

- Portions of roadway that include school zone markings or railroad markings;
- Existing decorative crosswalks and any portions of the roadway in which the mural may obscure, mimic, or confuse pavement markings or regulatory devices;
- Any locations which involve NCDOT right-of-way;
- Street locations that are on a GTA bus route.
- Murals cannot be placed within 25 feet of any intersection, though some projects may require a greater distance be avoided based on location specifics.

Additional location considerations:

- Applicants may consider planned resurfacing schedules when selecting a proposed location. For reference: Resurfacing map and schedule.
- The City does not have jurisdiction over NC 811 utility location service. The marking of underground utilities may cause portions of the mural to be over painted with NC 811 markings.

The Greensboro Department of Transportation (GDOT) shall have the final authority to screen and identify eligible locations and may deny any request for any reason.

6. Installation Requirements: Neighborhood Arts mural installations offer an opportunity to bring the community together and participate in the art-making. To ensure a successful event, applicants should keep the following in mind when planning the proposed installation:

- Creative leadership for the mural and contributing artists should exhibit experience successfully completing murals proportionate to the proposed work. A resume and previous work samples from the project's creative leader(s) is a required element of the application.
- Proposed paint materials must be lead-free and approved for use on concrete or pavement, as relevant to proposed project. Paint must contain an anti-skid additive. Confirmation of the proposed paint materials is a required element of the application.
- Paint colors should not be identical to nearby traffic marking paint already on the paved surface. Applicants might consider avoiding yellows and whites for this reason – or using shades that are obviously lighter/darker than the existing paint.
- Installation must be completed according to material manufacturer's instructions and in weather conditions meeting material manufacturer's recommendations.
- Installation timeline will be set based on the availability of necessary traffic control equipment. The applicant assumes responsibility for the equipment during installation.
- The applicant is liable for surrounding personal property damage during installation. The following guidelines apply:
 - The work area must be cordoned off with appropriate work zone barriers.
 - A monitor must be present at the site until materials dry.
 - All paints, brushes, and painting materials must be kept within the designated work area. Drop cloths must be used to protect street and sidewalk surfaces. Paint spills must be immediately cleaned up.
- All participants contributing to the mural must accept a waiver of liability.

7. Maintenance: Murals in the public right-of-way become City property immediately upon completion; however, the maintenance and repair of the mural is the responsibility of the applicant per the Display Agreement. If the mural is tagged with graffiti or damaged within the approved display time period, the City will contact the applicant to repair. The applicant has 7 days from notification to abate graffiti and 30 days from notification to repair any other damage. If City-owned property needs to be repaired or replaced – in part or whole – while the mural is in place, there is no obligation on the part of the City to replace, repair or reinstall the mural. Should the applicant desire to refresh the mural, a new application will be required.

8. Application & Installation Timeline: Creative Greensboro will offer application and installation cycles periodically, traditionally during the Spring and Summer. The next cycle will occur as follows:

	For murals to be installed 7/15/2021 – 8/31/2021
Application Deadline	6/1/2021
Notification Received	7/1/2021

9. Application & Review Procedure:

- [Applicants should submit a fully completed application to Creative Greensboro.](#) Please note application deadlines relative to the preferred date for installation.
- Review will be conducted by a committee made up of both City employees and community representatives.
- The review committee will assign up to 100 points to each application based on the following criteria. A minimum score of 70 is required for permitting.
 - Project Location (15 pts): eligible by GDOT, 70% of fronting properties support
 - Creative Leadership (15 pts): relevant experience for scale/scope of proposed project
 - Creative Design (15 pts): eligible per guidelines
 - Project Materials (15 pts): eligible per guidelines
 - Geographic Diversity (up to 20 pts): project will benefit a neighborhood with limited resources and/or few other public art assets
 - Neighborhood Participation (up to 20 pts): project allows for broad based neighborhood participation and demonstrates broad based support
- Up to 5 murals will be permitted at each application deadline, based on review outcomes.
- Response will be provided as quickly as possible, which may include a request for additional information, an approval, or a denial.
- In the case of an approval, the applicant will be issued a Display Agreement and required to complete the Neighborhood Block Party Permit process, including payment of the relevant fee.
- As installation specifics may need to adjust as a result of the review process, applicants are asked to refrain from publicly announcing plans for installation until all agreements are executed.

10. Regarding Pre-Existing Murals: Applicants wishing to refresh a mural that was installed prior to the adoption of this program should apply as outlined above. If the intent is only to refresh the existing artwork, the applicant will not be subject to location and design requirements. However, if the intent is to alter the pre-existing mural, the applicant will be required to comply with all requirements outlined in this document.

For program questions, contact:

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